

Appl. No. 09/917,134
Amdt. Dated March 8, 2007
Response to Office Action dated September 8, 2006

REMARKS

Applicant respectfully requests reconsideration of the prior art rejections set forth by the Examiner under 35 US code sections 102 and 103. Applicant respectfully submits that the prior art references of record, whether considered alone, or in combination, fail to either teach or suggest Applicant's presently claimed invention. More specifically, by this amendment, Applicant has modified each of the independent claims to specify that the computer memory stores information providing the correlation between the publication and the plurality of dimensional specifications and one or more persons or entities other than the system user stores the information in the computer memory providing the correlation between the publication and the dimensional specifications.

In the most recent office action, the Examiner acknowledged that the primary InProduction reference does not disclose the previously specified requirement of providing a correlation between a user designation for a publication and a plurality of dimensional specifications for advertising registration marks. In recognition of this deficiency, the Examiner now relies upon the Cropster reference which allegedly describes a so-called "save presets" feature that enables a user to create dimensional presets which can be saved. Significantly, and in stark contrast with the subject matter described in the prior art references recognized by the Examiner, Applicants presently claimed invention is directed to a significantly improved system and method for entering advertising registration marks into an image.

For example, as described in Applicant's specification, one of the significant shortcomings of the prior art conventional systems is that there is currently no ability to automatically update information concerning the required dimensions for various advertising

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registration marks which are specified by various publishers. These specifications widely vary among the various publications.

In the conventional systems including the so-called Cropster system prior art system identified by the Examiner, individuals are required to manually look up the information for the dimensions of various advertising registration marks which are designated for the specific publication for which a user is providing an image layout. The specific reference relied upon by the Examiner does not overcome this shortcoming and deficiency of the prior art. Even with the system identified by the Examiner, a system user is required to manually look up the specific registration marks required by a given publisher and publication.

Even if the Examiner is correct in the assertions regarding the teachings of the new so-called prior art, Applicants note that at best this reference describes storing of user designated presets which are of course created by user and subsequently stored. This is in sharp contrast to the presently claim subject matter which now clearly specifies that the memory containing the database of advertising registration marks contains data that is generated by a person or entity other than the system user. For example, consistent with the subject matter described in the present application, a server could conveniently store data defining various advertising registration marks specified by each of a plurality of publishers for each of a plurality of publications. This information would be entered by either the publishers or their agents and users of the system would thereafter centrally access this stored information so that the user could conveniently generate the requisite advertising registration marks for an image.

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The prior art identified by the Examiner is not capable of providing these efficiencies and would require that system users manually look up the publication requirements as noted in Applicants specification. In contrast with the prior art, Applicant has described a more fully automated system which enables users to conveniently access the appropriate data defining required advertising registration marks for a given advertisement.

Accordingly, in light of foregoing, because the prior references cited by the Examiner provide no teaching or suggestion whatsoever regarding Applicants presently claimed invention, Applicants respectfully submit that all claims now stand in condition for allowance.

Respectfully submitted,

Date:

3/8/07

(Reg. #37,607)

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